朝陽科技大學 091學年度第2學期教學大綱
Planning of Special Event 特別活動規劃

當期課號	4354	**Course Number**	4354
授課教師	賴文仁	**Instructor**	LAI,WEN JEN
中文課名	特別活動規劃	**Course Name**	Planning of Special Event
開課單位	休閒事業管理系(二日)四A	**Department**	
修習別	選修	**Required/Elective**	Elective
學分數	3	**Credits**	3
課程目標	1.了解節慶典禮及特別活動的意義及實施方式。 2.經由分組研討、報告及模擬方式，使學生對特別活動 規劃有整體的觀念。 3.學習特別活動企劃案籌備、執行與檢討、以及贊助爭取與評估。	**Objectives**	The course presents an integrated approach to studying festivals and special events worldwise within theory, planning, management context. It makes students to understand and acknowledge the close ties that link the event planning with vistors and sponsorships relationship.
教材	1. 採分組專案報告方式，培養思考、組織、企劃、執行及創造力。2. 提供學生學習、設計與報告的環境機會，強化活動企劃能力，並互相觀摩研究。	**Teaching Materials**	There are all units lay out the understanding, knowledge and skills in detail and indicates what the student needs to produce in terms of evidence.
成績評量方式	分組研討20%，期中報告30%，Powerpoint簡報20%，期末報告30%	**Grading**	Team works 20%，mid-tern 30%，Powerpoint 20%， Proposal 30%
教師網頁	_		
教學內容	1.了解節慶典禮及特別活動的意義及實施方式。 2.經由分組研討、報告及模擬方式，使學生對特別活動規劃有整體的觀念。 3.學習特別活動企劃案籌備、執行與檢討、以及贊助爭取與評估。	**Syllabus**	The course presents an integrated approach to studying festivals and special events worldwise within theory, planning, management context. It makes students to understand and acknowledge the close ties that link the event planning with vistors and sponsorships relationship.

尊重智慧財產權，請勿非法影印。